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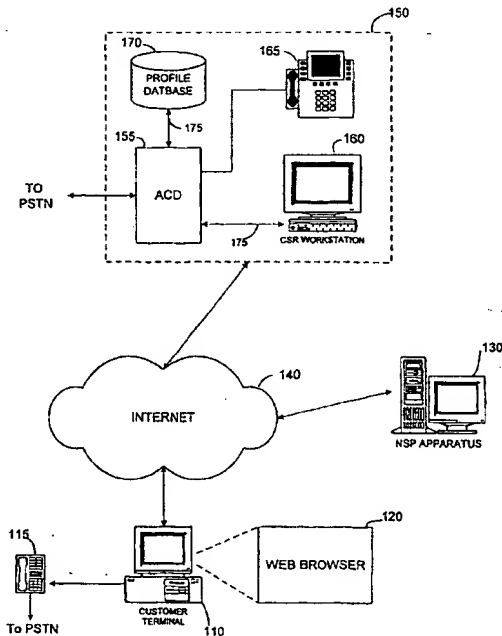
(71) Applicant: **NORTEL NETWORKS CORPORATION**  
**Montreal, Quebec H2Y 3Y4 (CA)**

(72) Inventors:  
 • **Roberts, Jobe L. W.**  
**Wakefield, Québec J0X 3G0 (CA)**  
 • **Stolte, Patricia A.**  
**Ottawa, Ontario (CA)**  
 • **Brisebois, Michel A.**  
**Wakefield, Québec H0X 3G0 (CA)**

(74) Representative: **Berkson, Michael David**  
**Nortel Networks**  
**Intellectual Property Law Group**  
**London Road**  
**Harlow, Essex CM17 9NA (GB)**

(54) **System and method for retrieving customer information at a transaction center**

(57) A method and system for gathering and storing customer profile data when the customer accesses a website location. Dynamic content messages from company marketing material are selected in accordance with the profile data and used to provide a customized webpage to the customer. In addition, a customer service representative can provide real-time updates to the customized webpage when the customer contacts a customer service representative to place a product or service order.



**FIG. 1**